



# U.S. Export Assistance Center

## FEBRUARY 24 US EXPORT CONTROLS SEMINAR

Experts from the Departments of Commerce, Treasury, & Homeland Security will be in Cleveland to cover the following topics: US Export Controls; Export Control Classification Numbers (ECCN); US Export Licenses; Specially Designated Nationals & Blocked Persons; the Shipper's Export Declaration (SED); and more.

This full day event will be held from 8:00am - 4:00pm at the Clarion Hotel in Independence. The cost is \$195 (\$165 per additional company rep) and will include free parking, continental breakfast and lunch.

The event is organized by our office and the Northern Ohio District Export Council (NODEC). Our major sponsors are FedEx and Porter, Wright, Morris & Arthur, LLP. For additional information and registration call us or go to [www.buyusa.gov/greatlakes/exportcontrols.html](http://www.buyusa.gov/greatlakes/exportcontrols.html).

## FEBRUARY 24 RECEPTION TO LAUNCH NEW NETWORKING GROUP

A special reception on Thursday, February 24 will introduce the Northeast Ohio International Business Network (OIBN), a new organization with the mission of providing a forum for the interchange of information among

people actively engaged in international business. The reception sponsor is LaSalle Bank. Supporting sponsors include: Cypress Corp, Ariel Ventures, LLC and Nordson Corporation.

The event is free to attend, but RSVPs are required. Email or call Radhika Reddy at: [rr@arielventures.com](mailto:rr@arielventures.com) or (216) 344-9441. Hors d'oeuvres will be served and cash bar available. The event will be held at 4:30pm at the Clarion Hotel in Independence immediately following our Export Controls Seminar (see previous article).

## CLEVELAND TO HOST ACE VIDEO CONFERENCE WITH CANADA

On Monday, February 14 from 1:30pm - 3:30pm, our office will host a video conference targeting companies in the Architecture, Construction, and Engineering (ACE) sectors. Our Ottawa office will coordinate presenters who will cover Canada's 2005 building codes, construction material standards, and evaluation procedures.

In addition to our ACE specialists at the US Embassy in Ottawa, attendees will have an opportunity to interact with the following agencies: the Canadian Construction Association, the National Research Council of Canada, and the Standards Council of Canada. To register, call or email our office at [office.cleveland@mail.doc.gov](mailto:office.cleveland@mail.doc.gov).

## CLEVELAND TO HOST AEROSPACE VIDEO CONFERENCE WITH BRAZIL

On Tuesday, March 1 from 11:00am - 12:00pm, our office is hosting a video conference with our Brazilian Aerospace Team (AT). We will discuss the aerospace/aviation market in Brazil and provide additional details on the Latin American Business Aviation Conference & Exhibition (LABACE), the Latin America Aero & Defence (LAAD), and Helitech Latin America 2005. For more information call us or email [office.cleveland@mail.doc.gov](mailto:office.cleveland@mail.doc.gov)

## BUSINESS OPPORTUNITIES AT WINTER OLYMPICS (ITALY & CANADA)

*Contact us for more details regarding your individual interests*

**2006 GAMES:** The Olympic Winter Games will take place in Turin, Italy from February 10-26, 2006. The US Commercial Service in Milan advises there may be immediate subcontracting opportunities for US firms wishing to supply building products for stadium construction.

**2010 GAMES:** Vancouver, the largest city in Canada's western province of British Columbia (BC), will host the 2010 Olympic Winter Games.

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600 Superior Ave, Suite 700 Cleveland, OH 44114

WINTER 2005

Trade World Ohio

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Over THREE BILLION DOLLARS of Olympic related projects are planned for the Vancouver greater metropolitan area and the nearby ski resort of Whistler.

Although the 2010 Games are close to six years away, most of the infrastructure and Olympic facility projects are being initiated in the next 6-18 months. The Vancouver Olympic Committee plans to have all Olympic facilities built by 2008, in order to hold other events prior to the Olympics to test the venues.

### ASIAN DEVELOPMENT BANK: OPPORTUNITIES & OUTREACH

"Alerts for Foreign Government Tender" are published to help US firms know the existing and potential requirements for consultant services or procurement of equipment for projects funded by the Asian Development Bank (ADB). The procurement notices will appear for the first time in the January 2005 issue of ADB Business Opportunities publication.

Headquartered in Manila, the ADB underwrites infrastructure projects in the region's developing countries. The Commercial Service (CS) maintains a liaison office whose goal is to inform US companies of new projects from the very early stages, which is when firms should become involved in order to participate in these opportunities.

CS ADB also works directly with US firms to target major ADB projects, consulting and procurement opportunities. CS ADB also works with US developers of private projects on lending and risk mitigation activities.

A series of seminars, "Demystification of the Asian Development Bank," will be held in April 2005 as follows: Seattle WA, 11th & 12th, Denver CO 14th & 15th, Chicago IL 18 & 19, and Newark NJ 21st & 22nd.

To learn more about the ADB office and its activities, contact us or go to [www.buyusa.gov/adb](http://www.buyusa.gov/adb).

### EUROPEAN UNION (EU) LIFTS RETALITORY TARIFFS

Retroactive to January 1, 2005, the EU announced that it is lifting retaliatory sanctions under which a long list of US products was subject. Tariffs as high as 15% were imposed in March 2004 after the World Trade Organization (WTO) ruled in favor of the EU's objection to US tax breaks for exporters. According the EU office in Washington, DC, any of the penalty tariffs still being collected in January will be returned in the form of rebates.

### WEBSITES FOR JAPANESE BUSINESS CULTURE

by: Alain Letort, Commercial Officer, Tokyo

All aspects of Japanese life, especially business relations, are governed by strict rules of etiquette. A businessperson who is either ignorant of, or insensitive to, Japanese customs and etiquette may needlessly jeopardizes his company's prospects in this country. An elementary knowledge of the language is also useful, although not required. The following websites are recommended for business visitors to Japan, especially first-time visitors:

**Japanese Culture -** [www.japanguide.com](http://www.japanguide.com)

#### Japan Web Guide FAQ

Japanese Culture: A Primer for Newcomers: [www.thejapanfaq.com/FAQ-Primer](http://www.thejapanfaq.com/FAQ-Primer)

Japanese Manners & Etiquette: [www.thejapanfaq.com/FAQ-Manners](http://www.thejapanfaq.com/FAQ-Manners)

#### Japanese Language

Some Notes on Japanese Grammar: [www.csse.monash.edu.au/~jwb/jgrammar](http://www.csse.monash.edu.au/~jwb/jgrammar)

Japanese for the Western Brain: [www.mindspring.com/~kimall/Japanese/index](http://www.mindspring.com/~kimall/Japanese/index)

Jim Breen's Japanese Page: [www.csse.monash.edu.au/~jwb/japanese](http://www.csse.monash.edu.au/~jwb/japanese)

### MANUFACTURERS IN MEXICO

If you are interested in selling your products & services to the largest industrial market in Latin America (over \$80 bill imported in machinery & inputs in 2004), then US Commercial Service's Marketing to Manufacturers in Mexico program can help you succeed.

Our Mexico offices will be holding the following call briefings about selling equipment & machinery to Mexico - Contact us if interested:

March 9: Restaurant Equipment  
March 15: Machine Tools & Accessories  
April 6: AutomaProcessing Machinery  
July 13: Food Processing Machinery

Last year the US Commercial Service facilitated over \$23 bill in exports to Mexico for US companies. We hope to help you be part of an even bigger figure in 2005.

#### Cleveland USEAC

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## PROTECT YOUR INTELLECTUAL PROPERTY RIGHTS (IPR) WITH "STOP!"

A comprehensive, government-wide "Strategy Targeting Organized Piracy" (STOP!) has been developed to help US companies combat theft and infringement of their innovative products, trademarks and copyrights.

Bogus products - from CDs, DVDs, and software to clothing, processed foods, and auto parts - are estimated to account for up to seven percent of global trade and cost legitimate rights holders billions of dollars worldwide.

Agencies collaborating under STOP! are geared-up to combat the problem by securing IPR protection at home and abroad and with a coordinated effort to stop pirated goods from being imported into the US. Below are key contact points (further details are available from our office):

- US Patent & Trademark Office: To register IPR at home and abroad. [www.uspto.gov/go/pct](http://www.uspto.gov/go/pct) and its Assistance Center at (800) 786-9199

- Market Access and Compliance: US Dept of Commerce unit that helps companies enforce their IP rights abroad. [www.export.gov/stop\\_fakes\\_gov/index.asp](http://www.export.gov/stop_fakes_gov/index.asp) or (866) 999-4258

- US Customs & Border Protection: Stops IPR-infringing products at US borders; requires registration of IP rights. [www.cbp.gov](http://www.cbp.gov). (202) 572-8710 or email [hqiprbranch@dhs.gov](mailto:hqiprbranch@dhs.gov)

## CHINA MARKET SEMINAR FEATURING USDOC SPECIAL ASSISTANT FOR CHINA

On Tuesday, February 8, the Akron/Canton Chapter of the American Marketing Association will be featuring Mr. Sean King, Special Assistant for China for the US Department of Commerce (USDOC) in Washington, DC. Mr. King's topic will be "The China Market." For more information, call (330) 849-1439 or email: [reservations@akroncantonama.org](mailto:reservations@akroncantonama.org).

## PROPOSED CHINA SEMINAR: "CAPITALIZING ON CHINA"

This seminar has been tailored to the small and mid-sized US business by providing necessary tools to be successful in China:

- How to select the "right" Chinese company as a partner
- Areas of growth and business development opportunities in China
- Economic considerations for entering this market
- The importance of "guanxi" and how a Chinese business network can maximize your opportunity
- Guidance for negotiating your way through the sales and buying process

This is an invitation only event, so if you would like to be considered, go to: [theclevelandgroup.com/ecard/](http://theclevelandgroup.com/ecard/). The date, time & place will be customized by the registrant.

This seminar is being organized by the Cleveland Group of Companies, in cooperation with the following organizations: US Commercial Service; Gallagher, Sharp, Fulton & Norman; Sky Bank; Century Business; and Team NEO.

## UPCOMING US TRADE SHOW PAVILIONS IN CHINA

The US Commercial Service (CS) is ramping up its trade promotion in China, and the installation of US Pavilions at over 25 China exhibitions in 2005 is part of this new initiative. Listed below are the shows we are sponsoring through September 2005. For more information or a complete list, please contact us:

**March 1-4:** *China Building 2005*, Beijing

**March 8-11:** *Water, Wastewater and Water Treatment 2005*, Guangzhou

**March 18-21:** *Interzum (Furniture)*, Guangzhou

**March 15-17:** *SEMICON China 2005*, Shanghai

**April 5-7:** *CIPPE Petroleum & Equipment Expo 2005*, Beijing

**April 11-17:** *China Int'l Machine Tool Show*, Beijing

**April 12-14:** *Fieldbus/Industrial Automation 05*, Beijing

**April 12-15:** *NEPCON (Certified)*, Shanghai

**April 24-27:** *China Med (Certified)*, Beijing

**June 7-10:** *CIEPEC Enviro Protection (AsiaNow)*, Beijing

**June 8-9:** *China Power (Certified)*, Beijing

**June 28-30:** *Food and Hotel China*, Beijing

**July 1-4:** *SINOCES Consumer Electronics*, Qingdao

**July 6-9:** *China International Building & Decoration Fair*, Guangzhou

**September 20-23:** *EP China 2005 (Electrical Power)*, Shanghai

**September 26-28:** *China Irrigation Expo*, Beijing

## UPCOMING LOCAL EVENTS

(See p1 for Export Control Seminar & Networking Reception)

**March 31:** South America Conference Featuring Argentina, Brazil & Chile. 8:30am-12:00pm. Baldwin-Wallace (BW) College \$25/person. Sponsored by BW, Women in International Trade - NE Ohio (WIT-NEO) & US Commercial Service Cleveland. Contact: Marcia Brandstadt at (216) 522-4732 or [marcia.brandstadt@mail.doc.gov](mailto:marcia.brandstadt@mail.doc.gov)

## SELECTED INTERNATIONAL TRADE EVENTS

Contact the Cleveland USEAC at (216) 522-4750 for more information about any of these listed events.

**March 12-15:** US Catalog Show at Middle East Oil & Gas Show & Conference. Manama, Bahrain. \$150.

**April 4-7:** REBUILD IRAQ 2005. Amman, Jordan. We will be offering matchmaking services in conjunction with the event. Also, feel free to call us regarding any of your Iraq reconstruction interests.

**April 25 - 29:** IFAT 2005. Munich. Triennial show covers environment, water treatment, waste disposal, sewage, refuse & recycling. US Pavilion organizer Munich Trade Fairs.

**June 14 - 15:** REPCAN 2005. Toronto, Canada. Matchmaking meetings with qualified partners - Program is for companies not presently represented. Appointments arranged in advance by CS Toronto. US \$1400.